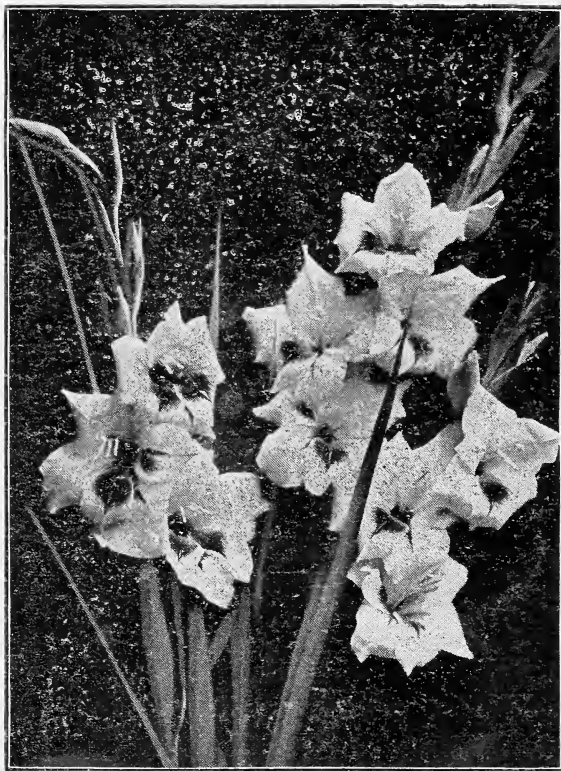


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A discount of 20% will be given on
all orders for one dollar and over.

Descriptive Price List, Helpful
Hints and Early History
OF THE
GLADIOLUS



MRS. FRANK PENDLETON, JR.

HENRY YOEUELL

Formerly of the Royal Nurseries Great Yarmouth, England

538 Cedar Street

Syracuse, N. Y.

INTRODUCTION

Manasquan, N. J., July 13th, 1914.

The bulbs I had from you are doing finely and hope to see them blooming very soon.

Victoria, B. C., Sept. 21st, 1914.

The new varieties I got from you were very much admired and I really believe I had as nice a collection as anyone in the city.

I am enclosing a snap shot of one bed: my own bulbs are to the left, yours to the right. The tallest spikes were from four to five feet and several three to five flower spikes.

November 14th, 1914.

Dear Sir:—Replying to your inquiry, am pleased to say the Gladiolus bulbs supplied by you the past two seasons have been highly satisfactory.

Wishing you continued success,

Yours very truly,

WM. CLARK,

Head Gardener, F. R. Hazard, Esq.,

Upland Farm, Solvay, N. Y.

W. H. Workman, Florist,

Oswego, N. Y.

Jan. 17th, 1914.

M. H. Youell, Syracuse, N. Y.

Dear Sir—Replying to your inquiry as to the 500 Gladiolus bulbs I purchased from you last spring, am pleased to say they gave excellent satisfaction. Not only were they fine bulbs, but every one gave a large spike of very fine bloom and this in spite of a very unfavorable dry summer. In fact I had a better average of bloom than many I saw placed on exhibition and awarded first prize.

Yours truly,

W. H. WORKMAN.

INTRODUCTION

It gives me very great pleasure to present my catalog for 1915 and to assure all intending purchasers that my bulbs this year are finer than ever before offered by me.

It will be noted that this list contains several new varieties as well as some of the older sorts that have proved worthy of a place in any collection, and I can recommend them with the greatest confidence.

In a number of cases the prices are lower than last year, but I do not pretend to do a cut-rate business, my motto being

"Not How Cheap, but How Good."

A glance at the many testimonials is a convincing proof that all customers are liberally dealt with, and this policy will be continued.

The Early History of the Gladiolus will prove interesting while the Helpful Hints are valuable, and if followed, will insure success.

The increasing popularity of the Gladiolus is very largely due to the American Gladiolus Society, organized in Boston in May, 1910 (of which I have been the financial secretary since its inception). The annual exhibitions held by the Society in different sections of the country each year have been a great stimulus and I would urge all who can do so to make an exhibit of their flowers at any flower show or fair they can attend. Let the public enjoy your beautiful flowers; don't hide your light under a bushel!

It is advisable to order as early as possible.

No substitutions made unless instructed to do so.

No flower in the past fifty years has shown such marvelous development as the beautiful Gladiolus. Many sorts now rival the Orchid; in fact, it is often named the "People's Orchid," and from the ease with which it can be cultivated it is deservedly becoming more popular each year.

Many inquiries are made as to the native habitat of the Gladiolus and, being one of the oldest growers in this country, I will give a condensed history of it.

There has been much controversy as to the native home of this bulb, but it is safe to say that it was originally found in South Africa, for new species are still being discovered there. We owe a deep debt of gratitude to some of the French horticulturists for many of our fine sorts still grown. Outside of France, very little was known of the wonderful work in developing the flower until Queen Victoria visited Emperor Napoleon in August, 1857. At that time the gardens were a riot of color, with many sorts in bloom, and the Queen and her large retinue were carried away by the sight of the Royal gardens, and returned to England with tales of the wonders they had seen. Mr. Souchet, the Emperor's head gardener, had been working for some years crossing the different sorts, and Victor Verdier and Messrs. Vilmoien, both well-known horticulturists, had been engaged in the same work but had apparently hidden their light under a bushel. After the Queen's visit many varieties were put upon the market.

I am very proud of the fact that *Brenchleyensis*, disseminated by my father more than sixty years ago, still stands at the head of its class and is listed in every catalog, the world over. Since that time growers in this country, England, France, Germany and Holland have vied with each other in producing the magnificent flowers we have to-day.

THE GLADIOLUS.

Among all our beautiful garden flowers the *Gladiolus* is the acknowledged Queen and is very rightly called the "Peoples' Orchid," from its exquisitely marked flowers of every hue ranging from pure white to deep purple. Its easy cultivation and its lasting qualities either in the garden or as cut blooms cannot be equaled by any flower. Its cultivation is so easy that it commends itself to all.

The subjoined list contains only those sorts that have been thoroughly tested and proved worthy of a place in any collection, either for exhibition or for cut flowers for the house, and we can, with the greatest confidence, recommend them.

The following cultural directions should be read carefully, as they will be found of great help.

THE SOIL

Best suited for Gladioli is a light loam or sandy soil; any garden where annuals grow will suit them. If the soil is heavy it can be made lighter by adding a good application of sifted coal ashes, mixing the dust (this will be found very beneficial to all heavy garden soils). Have it well worked in with a fork or plow. Good rotten horse manure should be added if the soil is poor; if this cannot be obtained, pulverized sheep manure can be used with good results, or high grade potato fertilizer may be used. These can be obtained from any seedsman. The ground should be dug to the depth of a foot and the bulbs planted six inches deep for large ones and five inches for smaller, and from four to six inches apart.

THE SITUATION

Best suited is a sunny one. Never plant on the north side of a house or fence or under the shade of trees. Splendid effects can be obtained by planting among roses or shrubs when not too close, or between asters and other dwarf annuals. Rows planted in the vegetable garden make a fine showing.

WHEN TO PLANT.

For a continuous supply of flowers it is best to make plantings every two weeks, commencing as soon as the ground can be worked, about the middle of April, and continuing until the end of June.

WATERING.

Should there be a long drought it is necessary to give the bulbs a good watering every week. A mulch of grass from the lawn, straw, or manure will be of great help. Keep the soil well stirred with the hoe and free from weeds.

CUTTING THE FLOWERS.

It is best to cut the blooms when the first two or three flowers are open. The rest will follow when placed in water. Break off the two top buds. Do not cut off more foliage than is required. A very dainty center-piece for the table can be made by placing some individual flowers in a shallow dish with ferns or asparagus.

CARING FOR THE BULBS.

This is a very important matter. Do not dig the bulbs until the leaves begin to turn brown unless there is a prospect of a hard frost. Cut the tops off to within one inch of the bulb. Lay them in boxes or flats exposed to the sun for two or three days, when they can be placed in a cool, dry place, removing the roots and old bulbs at pleasure. Never leave the bulbs in the ground through the winter.

All orders for 25c and over sent carriage free. Remittances should accompany all orders and may be made by Postoffice or Express Money Order, Draft or Stamps.

**A discount of 20% will be given on
all orders for one dollar and over.**

NAMED SORTS

Amarillis (Kunderd). New. One of the most gorgeous flowers like the Amaryllis; of gigantic size; highly recommended. 40c each; \$4.00 per doz.

America (Banning). One of the best Gladiolus in existence. The color is a most beautiful soft pink, very much like the "Enchantress" Carnation. Individual flowers are very large and massive, and as a group or in vases there is no other flower which can excel it in effectiveness. 5c each; 50c per doz.

Attraction (Childs). Deep, dark rich crimson, with a very conspicuous large pure white center and throat. At once a most beautiful and attractive sort. 10c each; 75c per doz.

Augusta (Hallock). Flowers are of perfect paper-white with a slight pink shade on lower half of the petal. The spike is set solid and perfect with the flowers from top to bottom. 5c each; 50c per doz.

Azalea (Kunderd). New. Ruffled. A most charming flower, with delicate markings; appeals to all. I consider this one of the best of the new introductions. 40c each; \$4.00 per doz.

Baron Hulot (Lemoine). Good-sized flower, well arranged on straight spikes, color dark violet bordering on blue or of the deep blues. 10c each; 80c per doz.

Brenchleyensis (Youell). Brilliant vermilion-scarlet. Though inexpensive, one of the finest for the garden and for massing. Introduced by my father 60 years ago. 5c each; 50c per doz.

Bird of Paradise (Kunderd). New, bright red on a pink ground. Blotched and spotted with dark red, the edge of blotches running into white. Is fine. 25c each; \$2.50 per doz.

Ceres. White with purplish spots on the lower petals. 5c each; 50c per doz.

Chocolate Drop. New. Buds and flowers rich chocolate, gradually fading to a delicate lavender. Good stiff spike. Very distinct. 10c each; 80c per doz.

Cherry King (Kunderd). Cherry red of a deep, rich tint with a blotch of still deeper shade on the lower petals. Flowers of medium size but of most graceful form. A most attractive sort, highly recommended. 20c each; \$2.00 per doz.

Chicago White (Kunderd). New. The earliest white. The throat has a small magenta strain. Very fine and effective. 10c each; 75c per doz.

Cardinal King (Kunderd). Very brilliant, solid cardinal scarlet, with large flowers and spike. One of the best. 15c each, \$1.50 per doz.

Canary Bird (Childs). A pure canary shade that is pleasing and attractive. 10c each; 75c per doz.

Contrast (Childs). Has flowers of great substance, intense scarlet, with a large pure white throat. Very distinct. Highly recommended. 30c each; \$3.00 per doz.

Dawn (Tracy). The most beautiful shell-pink *Gladiolus* ever offered. A long, graceful spike of magnificently formed flowers, all open at one time. The keeping qualities of this variety surpass anything grown, while its color and texture make it indispensable as a cut flower and for bedding. New. 20c each; \$1.75 per doz.

Dora Kraus (Pfitzer). A very striking novelty. Flowers rich buff, flecked with rosy pink, the lower petals bearing blotches of carmine on a yellow ground. Flowers very large and wide open, making it very attractive and distinct. 15c each; \$1.25 per doz.

Elizabeth Kurtz (Pfitzer). New. One of the best new ones. The flowers are very large, of lily-like form; alabaster white flecked with rosy pink; very attractive. Six to eight flowers open at one time. 20c each; \$2.00 per doz.

Eugene Scribe (Lemoine). Fine, large, well opened flowers of soft rose pink, heavily flaked with bright carmine. Fine spike. 10c each; 75c per doz.

George Paul (Lemoine). Deep crimson, slightly stained with yellow and spotted with purple. Large open flowers. Very fine. 10c each; 80c per doz.

Gov. Hanley (Kunderd). Rich cardinal, deeper in the throat; four to six flowers open at one time. 25c each; \$2.50 per doz.

Halley (De Ruyter). This new variety has become deservedly popular from the beautiful coloring in the throat; the predominating color is a delicate salmon pink, with a slight roseate tinge. The lower petals bear a creamy blotch with a stripe of bright red through the center; highly recommended. 15c each; \$1.50 per doz.

Independence (Woodruff). One of the most prolific of any gladiolus grown, hence its cheapness; yet it is worthy a place in any collection. The color varies from deep rosy pink to orange scarlet; always brilliant and rich; much used for designs. 5c each; 50c per doz.

I. S. Hendrickson (Childs). A gigantic flower on immense spikes; color a beautiful and irregular mottling of white and bright deep pink, in some the pink and in others the white predominating. 10c each; 80c per doz.

Isaac Buchanan. A fine yellow. All flowers open at one time, making it a good bedding variety. Fine with Baron Hulot and Augusta. 10c each; 75c per doz.

Ida Van (Kunderd). This is a great acquisition; the flowers are very large, lily shaped, of the brightest red with a blotch of darker red on the lower petals. Was awarded certificate of merit in England and numerous first prizes in this country. 15c each; \$1.50 per doz.

Jean Dieulafoy (Lemoine). A lovely cream color, with carmine blotch. Excellent for bouquets. 15c each; \$1.50 per doz.

Klondyke (Christy). Light yellow petals marked with crimson maroon blotch. Fine. 10c each; 75c per doz.

Kunderdi "Glory." This is the first of the new ruffled type, originating with A. E. Kunderd, a celebrated hybridist of Goshen, Ind. The color is a delicate cream pink, with a most attractive crimson stripe in each lower petal. Each petal is exquisitely ruffled and fluted, giving it an orchid-like appearance. Extra fine. 10c each; 75c per doz.

Meadowvale (Cowee). One of the purest whites, without a shade of other color, except in the throat where there is a touch of vivid crimson; the three lower petals have a slight center marking of faint pink; stalk is strong and vigorous, with 10 to 12 flowers in bloom at once, and continuing in bloom a long time as the flowers open. 10c each; 80c per doz.

Mephistopheles (Lemoine). Flowers of large size, dark red, stained with black and yellow; very attractive. 10c each; 75c per doz.

May (Crawford). Beautiful pure white, freely marked bright rose-crimson. Strong growers. Fine. 5c each; 50c per doz.

Mrs. Francis King (Coblentz). A new variety which excited great comment and admiration, both for size of flower and beauty; the color of the flower is a light scarlet; the flowers are very large, usually measuring from $3\frac{1}{2}$ to 4 inches in diameter and are borne on long stems with from 4 to 6 flowers open at a time. 10c each; 75c per doz.

Mrs. James Lancashire (Tracy). Large flowers, exquisite cream color, with carmine stripes on the lower petals. One of the most pleasing of the light colored varieties, flowers open at one time, and excellent keeping. New. Fine. 25c each; \$2.50 per doz.

Mrs. Frank Pendleton, Jr. (Kunderd). Without question the most beautiful of all, rivaling the Orchid. The flowers are very large and well expanded, of a lovely flushed salmon pink with a brilliant carmine or deep blood red blotch on the throat, presenting a vivid contrast. Awarded Gold Medal, London, 1913, and many prizes and certificates of merit in this country. 35c each; \$3.50 per doz.

Mrs. H. W. Beecher (Childs). Beautiful deep rose crimson. Large, well formed flowers, with pure white throat, freely marked and spotted. Very fine. 15c each; \$1.40 per doz.

Mrs. L. Merton Gage (Kunderd). New. Glistening white with an occasional suffusion of delicate pink; anthers purplish blue. Flowers of good size and graceful form; spike straight and strong; blooms early. One of the best of the whites. **50c each; \$5.00 a dozen.**

Mrs. A. E. Kunderd (Kunderd). New. One of the finest whites ever offered. Flowers large, spikes strong and vigorous. Color white with a tinge of pink making it an exquisite flower. Worthy of the highest recommendation. **25c each; \$2.50 per doz.**

Myrtle (Kunderd). A most exquisite shell pink, lightly penciled with rose. One of the most beautiful. Flowers large, of good substance. Has received many silver and gold medals. Highly recommended. **50c each; \$5.00 per doz.**

Niagara (Banning). New. One of the finest *Gladiolus* flowers, measuring $4\frac{1}{2}$ inches across. Color creamy yellow, lower petals blotched with carmine. Highly recommended. **15c each; \$1.50 per doz.**

Panama (Banning). Flower and spike very large; like *America* but of a deeper pink; one of the most beautiful of all. No flower has received so many prizes and awards of merit, not only in this country but in England, France, Germany and Holland. **25c each; \$2.50 per doz.**

Pride of Goshen (Kunderd). Ruffled, color bright salmon pink, flowers very large and beautifully ruffled. Spike very strong, tall and imposing. A great acquisition. New. **20c each; \$2.00 per doz.**

Princeps (Vaughan). This is the most popular crimson scarlet variety in the world. The wonderful size and brilliancy of the flowers, shaped like an *amarylis*, makes it eagerly sought, and stock is always in great demand. **10c each; \$1.00 per doz.**

Peace (Groff). A fine white, with pale lilac feathery on lower petals. Strong grower; many flowers open at one time. **15c each; \$1.50 doz.**

Prophetesse. Large round flowers, pearly white with crimson throat. Early. Very fine. **10c each; 80c doz.**

Rochester White (Jacob Thoman & Son). The grandest pure white yet introduced. Has carried off the first prizes wherever shown. Spike and flowers very large and strong. Highly recommended. **35c each; \$3.50 doz.**

Rosella (Cowee). Large flower, light rose, stained purple and white. Very beautiful. **10c each; 80c doz.**

Rosy Spray (Childs). White splashed and penciled with rose pink. Flowers large, wide open and very attractive. One of the best. **10c each; 80c per doz.**

Scarsdale (Cowee). Tall grower. Large pink-lavender colored flowers, shaded to dark rose. Very beautiful. **10c each; 80c per doz.**

Shakespeare (Souchet). A very dainty white variety, slightly suffused with rose. Well opened flowers on a long spike. Fine. **10c each; 80c per doz.**

Snowbank (Cowee). Flowers are well formed on fine spike. Color white, with a slight stain of red at base of petals. Very fine. **10c each; 75c per doz.**

Taconic (Cowee). Bright pink, splashed and striped with lighter tints and fading to a delicate blush. Lower petals with blotch of deep crimson, ending in a thin stripe of yellow. Flowers large, seventeen to eighteen on each spike, which is tall and straight. **10c each; 80c per doz.**

The King (Cowee). Flowers very large and wide open; of rich magenta, the throat having a blotch of red on a white ground. Although cheap, one of the best. **5c each; 50c per doz.**

Wild Rose (Childs). A remarkable variety and one that will gain in prestige as it becomes known, for it ranks with the very best. Color very bright rose or blush tint, exceedingly delicate and pretty, and needs only to be seen to be appreciated; we predict a great future for it. In its particular color it stands alone. **10c each; \$1.00 per doz.**

White King (Kunderd). Ruffled. A very beautiful, large white flower, exquisitely ruffled; spike strong. Six or more flowers open at one time. **20c each; \$2.00 per doz.**

Youell's Favorite (Kunderd). Ruffled. After inspecting a large field of very beautiful ruffled seedlings, I chose this as one of the best and Mr. Kunderd has kindly given it my name. It is a giant among the ruffled sorts; the flowers are very large; on a strong spike; color striking rosy lavender pink, beautifully marked; highly recommended. **50c each; \$5.00 a dozen.**

Primulinus. A very beautiful and rare species, found at Victoria Falls, South Africa, in 1889. The form of the flower is most distinctive, the upper petal drooping forward; all shades of color; beautiful for table decoration. **20c each; \$2.00 per doz.**

MIXTURES.

We desire to call particular attention to the following mixtures, which for size and beauty of flowers cannot be surpassed, and are confident they will give the greatest satisfaction.

The many testimonials I have received, both in letters and personally, as to the superior quality of my mixtures is most gratifying, and the same high standard will be maintained.

Youell's Special Mixture, made up of the cream of all shades and colors. **75c per doz.; \$4.50 per 100.**

Youell's No. 1. A splendid assortment of colors. **50c per doz.; \$3.00 per 100.**

Youell's Blue Mixture, made up of all blue shades. Extra fine. **75c per doz.**

We sell flowering bulbs only.

GIFT BOXES

For the purpose of stimulating a greater interest in the *Gladiolus*, and believing many would be glad to send a few bulbs to a friend, we put up in neat boxes 13 bulbs of choice named kinds, consisting of blues, yellows, light and dark pink, reds, white and crimson. All named for one dollar. Also boxes containing 12 bulbs of good named sorts for 75c.

Boxes of very good mixed sorts, 50c doz.

The dollar boxes contain sorts listed at one dollar and fifty cents, the seventy-five cent boxes at one dollar and five cents.

These are all good large flowering bulbs. Postage paid. Your card can be enclosed if desired.

Gladiolus Seed

A limited supply of very choice seed saved from all named sorts. **25c per packet.**

TESTIMONIALS

So. Vancouver, B. C., Sept. 24th, 1914.

The gladiolus bulbs you sent me last spring have done splendidly. The blooms are simply magnificent and would take a prize at any exhibition.

Rose, N. Y., Oct. 14th, 1914.

The gladiolus bulbs I secured from you last May were fine. The blossoms were large and every bulb had two or more blossom stalks.

The Cardinal King was especially fine, each blossom was very very large.

Milo Center, N. Y., Oct. 28th, 1914.

I was very much pleased with the gladiolus bulbs purchased from you last spring. They were most beautiful. I shall hope to have more next spring. Will you please put these new names on your mailing list. They fell in love with mine and are getting interested.

Titusville, Pa., May 10th, 1914.

I received the Gladiolus bulbs from you in fine shape and appreciate very much the extras you put in, and will try and return the favor some time.

Hammondsport, N. Y., May 13th, 1914.

The box of bulbs came promptly and in fine condition. You were very generous to put extras with so small an order and such choice varieties, too. Thanking you for your kindness.

Elba, N. Y., June 12th, 1914.

The Gladiolus bulbs at hand. In comparing them with catalog prices I find you have given me double value for my money.

Cortland, N. Y., May 3rd, 1914.

I have been very negligent in not thanking you for the extra bulbs you included in my order, so will do so at this time by expressing my appreciation for the favor.

The Modern Gladiolus Grower

Published Monthly by Madison Cooper, Calcium, N. Y.--Subscription Price, 50c. per year; 3 years, \$1.00. Foreign, 25c. per year extra.

DEVOTED solely to the Gladiolus, that old flower which has so recently been wonderfully improved and is now rapidly becoming the fashion. Important developments are looked for in the immediate future. Read about the possibilities of the Gladiolus and keep abreast of the times in floriculture.

¶The Modern Gladiolus Grower aims to be helpful and indispensable to every grower, both professional and amateur. Practical notes and articles in each issue by those who know the business.

Bulb Offer Extraordinary

TO INTRODUCE the Gladiolus to new growers and to introduce **The Modern**

Gladiolus Grower to new readers we are making a special combination subscription offer---including 24 blooming sized bulbs in six distinct colors that are very satisfactory growers and bloomers. We will call this our

BEGINNER'S COLLECTION

One year's subscription to The Modern Gladiolus Grower	\$.50
6 America, Light Pink	.25
3 Cardinal King, Giant Red	.45
3 Kunderdi Glory (Ruffled) Cream Pink	.30
3 White King, New (Ruffled)	.45
3 Niagara, New Giant Cream Yellow	.45
6 Baron Hulot, Blue	.50

\$2.90

SPECIAL OFFER: ALL THE ABOVE POSTAGE PREPAID FOR \$1.50

All the above splendid varieties are fully described in my Catalog, which is free for the asking.

H. YOUELL, 538 Cedar Street, Syracuse, N.Y.

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538 Cedar Street, Syracuse, N.Y.

Agreeable to your special offer of *Beginner's Collection* including one year's subscription to "THE MODERN GLADIOLUS GROWER," you will find enclosed herewith \$1.50 (Check, Draft, Postal Order or Stamps). Please enter my subscription for the Magazine beginning with the..... issue and send the bulbs { at once.
at planting time. }

Very truly yours,

(Name)

(Town)

(State)

